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HE SALE of Christmas decorations is a special business in itself. It is not for the dealer or wholesaler, who hopes to step in, make a quick cleanup on inferior goods and just as quick a getaway. We are just old-fashioned enough to believe that Christmas decorations should represent good, true values.

Year in and year out, the Barnard company has been catering to florists and other dealers who demand the best in Christmas decorations. Our long experience in selecting trees, Holly and other decorations has kept us in touch with the sources of supply.

Our arrangements this year are particularly complete. Our experienced woodsmen have located some fine Christmas tree swamps where the individual trees are chosen for their appearance, carefully cut, graded and bundled to retain their beauty and shape. Fresh shipments of Holly and other Christmas greens will reach us daily between now and Christmas.

We use even greater care in packing and promptly shipping outbound orders. This assures you of fresh selected stock, in good condition; no disappointments, because you can depend upon Barnard's.

We will appreciate hearing from you early. We can serve you better if we have more time to do it.

62,23

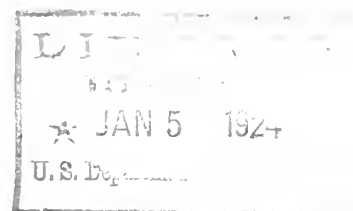
AFTER TEN DAYS RETURN TO
THE W. W. BARNARD CO.

Seedsmen

231-235 WEST MADISON STREET
CHICAGO, ILL.

Long Distance Telephone: Franklin 0633

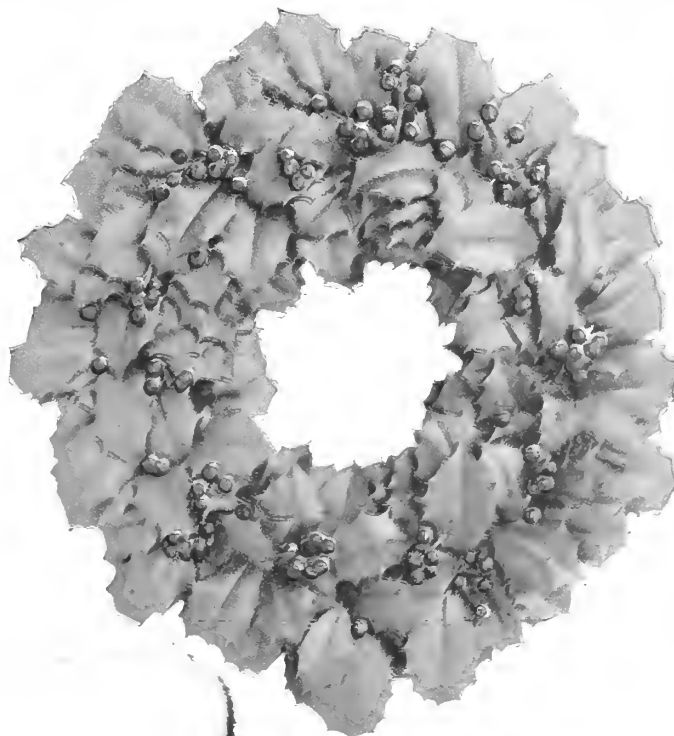
(POSTMASTER: If undeliverable please return after ten days. Postage for return will be paid on delivery to sender.)



*U. S. Dept. of Agriculture
Bureau of Plant Industry*

*- Division -
D. C.*

1923 Christmas List

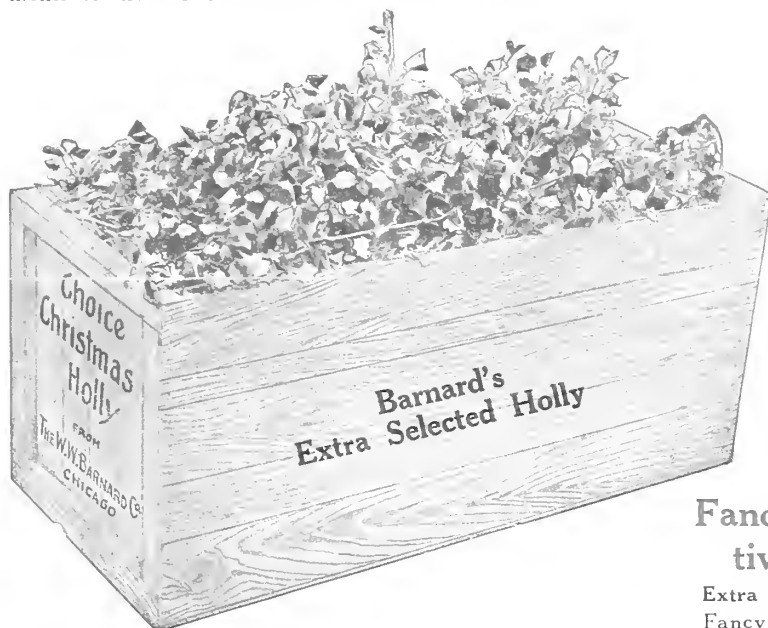


BARNARD'S Wholesale List of Christmas Decorations for 1923

Holly

Barnard's Holly Leads in Quality

Our Holly is the best that the season produces, packed by experienced men and shipped by fast freight. On arrival at Chicago the cases are opened and reinspected by men conversant with the requirements of the florist trade.

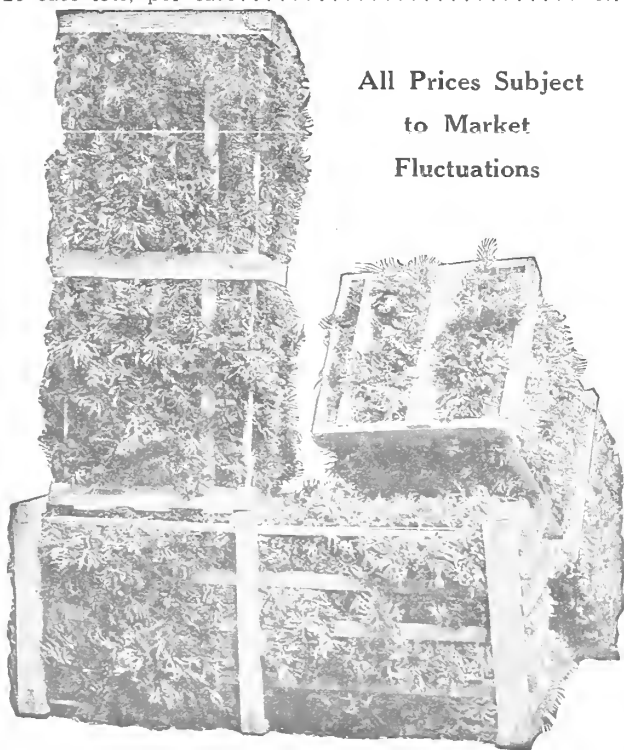


This season we have secured, through our experienced cutters, a choice supply of Holly in Tennessee. The Holly from this section has been practically inaccessible on account of its long distance from the railroad. The building of a new line has opened up, with comparatively short hauls, the very finest Holly section in the foothills of Tennessee and we are assured the very best Holly that can be procured for this season.

This is dark green, glossy, prickly-leaved holly, with bright red berries.

Per case	\$8.00
5-case lots, per case.....	7.50
10-case lots, per case.....	7.25
25-case lots, per case.....	6.75

All Prices Subject
to Market
Fluctuations



Christmas Trees

Again this season we have the same reliable cutter who has been cutting trees for Barnard's for many seasons. These come from the Wisconsin swamps where we get the choicest well-branched spruce trees—and an occasional balsam—of fine shape.

All of our trees are carefully selected for form, quality and appearance, and inspected by our agents before tying. They are graded and bundled so as to retain their natural beauty and shape.

Indications are that the supply will be short this season, so early ordering is advised.

	Each	Doz.	100
4 to 6 feet.....	\$0.40	\$ 4.25	\$32.50
6 to 8 feet.....	.75	5.75	43.00
8 to 10 feet.....	1.75	12.50	80.00
10 to 12 feet.....	3.00	24.00	
12 to 16 feet.....	5.00 and up		

Special trees for lodges, etc., priced according to size.

Fancy Decorative Trees

Extra Selected Spruce

Fancy little trees for tables, etc., 1½ to 2½ feet high, mounted on stands cut out of birchwood; very ornamental for Clubs, Hotels, Parlors, etc.

Each	\$ 0.35
Dozen	3.50
Per 100	25.00

Christmas Boughs

Put up in large bundles weighing from 30 to 40 pounds each. Inexpensive and exceedingly effective for church, hall and store decorations; used very extensively, also by cemeteries for lining and covering graves, etc. Freshly cut limbs of trees specially selected for fine color, ready for delivery after November 15th.

Per ton	\$35.00
1000 lbs.	18.00
500 lbs.	10.00
Bundle lots, per lb.	.05



Bouquet Green or Lycopodium

Indian Name "She-gwa-na-qua"

Our Bouquet Green is of dark, glossy green color, the kind that grows only in the deep woods. It is honestly packed in full-weight crates or bundles at time of picking, and free from discolored stock. Our Indian-picked Lycopodium is the best quality procurable and not to be compared with the cheaper, inferior quality which usually floods the market during the holiday season.

Write for Prices

The market fluctuates. When ready to buy, wire or write for latest and lowest quotations.

Order Early: We can serve you better if we have more time to do it: Order Early.



Southern Greens

Selected Specially For Us

Within recent years Greens from the southern states have become almost indispensable for Christmas decorative material everywhere. Their shape, color and fresh appearance are lasting. Their cost is comparatively trifling and their usefulness almost without limit.

Wild Smilax

This most useful and magnificent evergreen is now well and favorably known to almost every florist. Comes in long strings which hold their shape and bright green color for a considerable period. Few evergreens are as well adapted to covering large spaces such as assembly halls, walls and pillars as Wild Smilax. Supplied at any time from September until May.

Wild Smilax can be shipped ONLY BY EXPRESS.

Fresh cut stock direct from the woods arrives in Chicago in 36 hours after shipment.

Large size cases (weight 50 lbs. Contents will cover about 600 square feet)\$7.50

Please place your orders in advance, naming dates to be shipped, to insure receiving perfectly fresh stock.

Old Plantation Boxwood

Boxwood sprays with their small glossy green leaves are particularly desirable for making fancy Christmas wreaths, and for use in table decorations and basket work.

Per lb.\$0.40 25 lbs.\$ 8.00
10 lbs. 3.50 50 lbs. 15.00

Galax Leaves

These are the natural leaves; they are fresh, bright stock, packed in damp moss, and they are wonderful keepers.

Bronze or green, per 1,000\$2.50

Sheet Moss

Very pretty and effective for ground work in show windows, also useful for hanging baskets. Our Sheet Moss is good clean stock, perfectly dry, gathered by the mountaineers in the deep woods of Tennessee. We earnestly solicit early orders as stock is scarce.

Clean Sheet Moss, per bundle\$2.00; 5 bundles for\$8.75

Sundries for Christmas Decorations

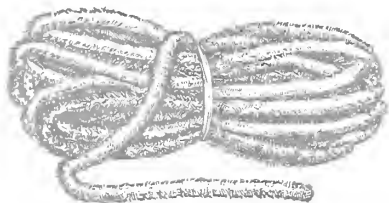
Purchasers will greatly advance their own interests by combining their orders for Christmas Decorations and placing same with us at as early a date as possible. Advantages gained are: Time saved, transportation expenses reduced, and certainty of seasonable delivery.

Cape Flowers

Much in demand for working into Christmas Wreaths.
Natural: White, Per lb.\$1.75
Colored: Red, pink, light blue, dark blue, purple, Nile green and yellow. Per lb. 2.35

Immortelles

Best French grown. Large bunches of well formed flowers dyed in bright colors, as follows: White, scarlet, dark blue, purple, green, pink and natural yellow.
Per bunch\$0.70 Per dozen\$7.25



Japanese Frieze

Christmas roping. A cheap and attractive decoration. Medium size, in rolls of 60 yards. We supply either red or green color.

Japanese Frieze

Per roll\$0.65
10 rolls, per roll60
25 rolls, per roll57
50 rolls, per roll55

Write for special prices on larger quantities.

Papier Mache Wreath Forms

Fine for making Frieze Wreaths, Magnolia Wreaths or Artificial Flower Wreaths. Well made.

6". Per dozen\$0.25 Per 100\$1.25
8". Per dozen50 Per 100 2.50
10". Per dozen75 Per 100 3.75
12". Per dozen 1.00 Per 100 5.00

Cycas Leaves

We carry a superior quality of preserved cycas of lasting flexibility, perfect shape, and natural green color.

Length	Per 10	Per 100	Length	Per 10	Per 100
8/12"	\$0.35	\$3.00	24/28"	\$0.70	\$6.50
12/16"40	3.50	28/32"85	7.50
16/20"50	4.25	32/36"	1.00	8.50
20/24"60	5.25	36/40"	1.10	9.50

Magnolia Leaves

Dr. Dux "Superiora" Brand, the best prepared and most uniform-sized leaves. Especially fine for wreaths. Will keep indefinitely in any climate.

Brown, Green or Purple, per carton\$1.50
5 cartons for 7.00
Red, per carton, \$2.00; 5 cartons for 9.00

Oak Leaves

Natural leaves prepared to make them fireproof and everlasting. Short sprays for making wreaths, in olive-green and golden brown.

Per carton\$2.00

Dyed Ruscus

A favorite brightening medium where greens are used. Also used for wreaths and basket work.

Dyed red or green, per lb., \$1.25; 10 lbs.\$10.00
Metallic, per lb. 2.00
Gray-tinted, per lb. 1.00
Autumn or woodland 1.25

Statice

A very serviceable decorative material.
Natural, per lb.\$1.00 10 lbs.\$9.00

Get your stock in early and crowd your windows with the Christmas Spirit.



Mistletoe

Specially selected stock from Indian Territory. Extra Quality; choice branches with clusters of beautiful berries. Our present arrangements lead us to expect to have it ready for delivery about December 18. We ship Mistletoe by express only owing to its very perishable nature. Our responsibility ceases after safe delivery to the express company.

Per lb., 40c; 10 lbs., \$3.75
25 lbs., \$7.50.

Write or wire for prices on 100 lbs. or more.

Needle Pines

They are almost as handsome as Palms and will endure much more severe treatment. To decorate places that otherwise would be difficult to adorn or to fit into odd corners, Needle Pines are invaluable.

Selected Stems, per doz., \$2.50; 100, \$19.00.

Winterberries

A unique, pleasing and attractive decoration. Long branches, well clothed with bright red berries similar to those of Holly. We supply freshly cut stock, received by express the day following packing in the swamps. Quality—the best the season affords. Per box, \$3.50.

Dyed and Prepared Lycopodium

Permanently retains its natural color and freshness. For baskets, wreaths, and design work.

Per 10-lb. carton \$ 3.00
3 cartons for 8.50
Per 100-lb. case 27.50

Waterproof Crepe Paper

"Papyrus Watercrepe," in red, Nile green, moss green, white, purple, lavender, blue, yellow, light and dark pink.

Per roll \$ 0.40
Per dozen rolls 4.25
Per 100 rolls 30.00

Chiffon Ribbon

In bolts of from 30 to 45 yards. Colors: White, pink, purple and lavender. Not less than a bolt of a color sold.

Plain, 4", per yard....\$0.07½ 6", per yard....\$0.09
Valley, 6", per yard..... .10½

Sphagnum Moss

Nice fresh stock, in burlapped bales, f. o. b. Chicago.

Per bale\$1.25 10 bales\$11.50

Nico-Fume Liquid

¼ lb.	\$0.75	4 lbs.	\$ 8.00
1 lb.	2.25	8 lbs.	15.00

Nico-Fume Paper

24-sheet can	\$ 1.25
144-sheet can	5.50
288-sheet can	10.00

Nikoteen

½ lb.	\$1.15	4 lbs.	\$ 8.00
1 lb.	2.00	8 lbs.	15.00

Wire Rings

To wind wreaths upon. Subject to market changes.

10", per dozen.....	\$0.25	Per 100	\$1.00
12", per dozen.....	.35	Per 100	1.25
14", per dozen.....	.40	Per 100	1.40
16", per dozen.....	.60	Per 100	1.75
18", per dozen.....	.90	Per 100	2.25

Wires, Annealed

No. 24. Per stone of 12 lbs.....	\$1.85
No. 26. Per stone of 12 lbs.....	2.00
No. 36. Per stone of 12 lbs.....	3.25

Wire Designs

We are prepared to fill orders for wire designs promptly, and allow the following special cash discounts:

On orders amounting to from \$ 1.00 to \$ 25.00, 10%.
On orders amounting to from 25.00 to 50.00, 20%.
On orders amounting to from 50.00 to 100.00, 30%.

Christmas Candles

Yuletide Candles, red, 15x1½",
packed in tubes.

Each	\$0.30
Per dozen	2.75

13¼x1⅛".

Each	\$0.15
Per dozen	1.25

Holly Candles, red and green,
tapered, with self-fitting ends,
packed one pair to a carton.

16x¾", per pair.....	\$0.80
12", per pair.....	.50

Polychrome Candles, red, 8½x1½", 1 pair to a carton.
Per carton\$0.30

Tapered Polychrome Candles, red, 16" 2 pairs to a carton.
Per carton\$0.40

Green Metal Candle Holders. Each, \$0.20; dozen, \$1.75.

Important

We aim to supply A-1 stock for florists' and decorative trade, reinspected before shipment. Early placed orders are advantageous to you and materially aid us. With every facility to execute your orders rapidly, carefully and satisfactorily, we ask the pleasure of supplying your needs. Please order now—TODAY. Get first choice as well as lowest prevailing prices.

TERMS OF SALE—Net Cash. Parties unknown to us are requested to favor us with reference if remittance does not accompany the order.

DELIVERY AND FORWARDING—Shipping directions should accompany each order. State definitely when to ship, and say if to send by express or freight. In absence of instructions we reserve right as to route and manner of transportation.

ALL PRICES SUBJECT TO MARKET FLUCTUATIONS.

Mail, Phone or Write Your Order to

THE W. W. BARNARD CO., *Seedsmen*

Long Distance Telephone, Franklin 0633

231-235 West Madison Street, CHICAGO

Lots of Folks do not know how much you can help them to make Christmas more beautiful.

